

# Automotive Daily News

PASSENGER

TRUCK



TIRES

TRACTOR

ACCESSORIES

Vol. 2. No. 140.

Copyright, 1926, by  
Automotive Daily News Publishing Corporation

NEW YORK, WEDNESDAY, MARCH 17, 1926

Entered as second-class matter Aug. 27, 1925, Post 10 Cents. \$12 Per Year  
Office, N. Y., N. Y., under Act of March 3, 1879.

## MOTOR INDUSTRY AT ITS BEST NOW, DECLARES SLOAN

G. M. Head Sees It in  
Soundest Position  
In History

NEW YORK, March 16.—Continued good business is in prospect for the motor companies, and there are no signs in the trade of the excesses which have featured previous periods of prosperity, is the opinion of Alfred P. Sloan, Jr., president of General Motors Corporation.

Although business during the first two months of the year has been of record-breaking proportions, manufacturers are preparing conservatively for the spring selling season, and all indications are that unsold surplus stocks of cars in dealers' hands are normal.

Summarizing the general conditions in the industry, Mr. Sloan said:

"The motor industry was never in a healthier condition than today, and I look for continued prosperity. Business in January, February and March has outrun the most optimistic expectations of leading executives earlier in the year, and every indication points to a record-breaking spring demand for cars.

"The General Motors manufacturing divisions are adhering closely to the policy of the corporation to keep production in line with retail demand, and the increases we have made in production schedules since the first of the year have been in accordance with the upward trend in public buying.

"As General Motors' six different makes of cars touch every price class in line with our policy to reach every purse and purpose in the motor field, its activities furnish a fairly accurate indication of general conditions in the industry.

"Our own business to date shows record-breaking demand in all price classes, with retail sales running from 50 per cent. to more than 100 per cent. over 1925.

"These gains are perhaps larger than those enjoyed by a majority of the other motor companies, as our sales to consumers in the first quarter of 1926 were held down because the Chevrolet division did not have enough cars in the territory to meet demand.

"The sales which motor companies are enjoying are due, to my mind, almost wholly to a recognition on the part of the purchasing public that we are giving by far the greatest value for the dollar. Measured both on the basis of comparative price and service-rendered, the motor car of today represents an outstanding bargain to the purchaser as compared with other articles he commonly buys."

### IN SAFETY CAMPAIGN

Kearny, N. J., March 16.—The local Ford Motor Car Company plant has enrolled in the "Industrial No Accident Month Campaign" to be held during April by the Hudson County Safety Council.

## ROAD CONGRESS TO BE HELD IN MILAN, ITALY

Milan, Italy, March 16.—The Fifth International Road Congress will be held in Milan, Italy, in September. A road exhibition will take place concurrently with the congress. Several of the larger European countries have already accepted invitations to send delegations to the congress, and it is probable that the industries of those countries will be represented by exhibits. The last international road congress, held in Seville in May, 1923, was attended by 600 delegates from thirty-six countries. The road exhibition will probably afford an opportunity for American firms with representatives in Europe to exhibit their products.

## BITTERLY OPPOSE GAS TAX BILLS

N. Y. Auto Men Call  
Proposed Measure  
Unjust

Special to the Automotive Daily News  
Albany, March 16.—With the gasoline tax problem due for final decision at the hands of the Republican leaders before the end of the week, the Empire State Automobile Merchants' Association yesterday launched its final arguments to prevent passage at this session of any of the proposals now awaiting action of the legislature.

Horace Rayno, president of the Automotive Merchants' Association, George Stowe of New York and Charles P. Rich of Rochester, comprising the association's legislative committee, have sent to every member a bulletin urging that they get out and oppose the gasoline tax proposals.

The association brands the proposal to levy a tax as an expedient in "tax shifting" to replace the funds that will be lost to the state through reduction of the income taxes by going into the pocket of the motorist and the dealer.

Another of the chief arguments being presented to the legislative leaders is that a 2-cents-a-gallon tax on gasoline, with the price at 20 cents a gallon, represents a 10 per cent. tax.

The legislative committee of the Merchants' Association estimates that the average motorist uses 400 to 450 gallons of gasoline a season per car. A 2-cents-a-gallon levy, the association asserts, would thus mean an average tax of between \$8 and \$9 a year for motorists of the state.

## LOAN AUTOMOTIVE FILMS TO BUREAU OF MINES

Special from A. D. N. Washington Bureau  
Washington, March 16.—Five motion picture films of particular interest to the automotive industry are to be loaned to the Pittsburgh experiment station of the Bureau of Mines of the Department of Commerce.

They are: "Story of an Automobile," Studebaker Corporation; "Story of a Valve-in-Head Motor," Buick Motor Company; "Story of a Gasoline Motor," Continental Motors Corporation; "Story of Motor Truck," General Motors Company; "Story of Gasoline," Standard Oil Company of Indiana.

## Number of Tractors on Farms Growing Rapidly

Special from A. D. N. Washington Bureau  
Washington, March 16.—Tractors on Pennsylvania farms have increased 400 per cent. in the last five years, figures prepared by the Department of Commerce show.

The number in use in 1920 was 5,697, while in 1925 the number had increased to 19,785.

California leads in the number of tractors in the list of states dealt with in the current statement, one of a series which is taking up the number of tractors on farms all over the United States.

In 1920 California farms boasted 13,852 tractors, while in 1925 this state had 29,948.

Following is the tractor census of the other states: Colorado, 4,990 in 1920 and 6,694 in 1925; Kentucky, 2,029 in 1920 and 4,996 in 1925; Mississippi, 667 in 1920 and 1,914 in 1925; Oregon, 3,070 in 1920 and 5,770 in 1925; Tennessee, 1,872 in 1920 and 4,879 in 1925; Utah, 583 in 1920 and 850 in 1925; Washington, 2,635 in 1920 and 4,490 in 1925; and Wyoming, 1,075 in 1920 and 1,323 in 1925.

## STEWART-WARNER AT HEIGHT OF OUTPUT

Chicago, March 16.—The Stewart Warner Speedometer Corporation is operating at the highest rate in the history of the company, exceeding the same period last year by 60 per cent., it is stated officially. At the close of last week there were 3,100 employees working at the main plant in Chicago. Similar prosperous conditions exist in Bassick Alemit and Stewart Manufacturing companies Eastern plants, it was declared.

## Oldsmobile Sales Show 250% Rise

Lansing, Mich., March 16.—Shipments and sales of Oldsmobiles during the first ten weeks of this year were more than 2½ times as large as during the same period a year ago.

This report was made here today by D. S. Eddins, general sales manager of Olds Motor Works. He said that the actual percentage of increase during 1926 over 1925 was slightly above 151 per cent. That this represents actual increase in retail sales is shown, Mr. Eddins said, by the fact that dealers' stocks are at a normal figure.

From orders now on hand, as compared to production schedules, it is expected that the factory will carry over on April 1 more unfilled orders than at any previous month in Oldsmobile history.

During the past week three trainloads of Oldsmobiles have been shipped from the factory, consigned to Omaha, Seattle and Spokane.

## NEW SCHEDULE CALLS FOR 40 LINCOLNS PER DAY

Detroit, March 16.—An increased production schedule, announced by the Lincoln Motor Company, calls for an output of forty cars per day. The new schedule, already in effect, is said to be the highest ever run by the company. Custom built and standard types of coachwork will be affected in equal proportion, officials say. In response to the seasonal demand the production of open sport types will be stressed.

### STAPELY TO SPEAK

Albany, N. Y., March 16.—Assemblyman Lewis G. Stapely, general manager of the Empire State Automobile Merchants Association, will be the principal speaker Friday at a luncheon to be conducted in Syracuse by the Syracuse Automobile Dealers Association.

## ATTACKS PRICE RAISES ON TIRES

Rep. Shallenberger's  
Report Scores Rubber  
Mfrs.

Washington, March 16.—Charges of price boosting by American tire manufacturers because of the "so-called British control" of the rubber situation, and a criticism of Secretary Hoover's recommendation regarding credit to foreign manufacturers are made in a report to the House, submitted yesterday by Representative Shallenberger of Nebraska.

Replying to a report submitted by Representative Newton of Minnesota Saturday to the effect that publicity had forced the British to reduce the price of raw rubber in the American market, the Shallenberger report declared the drop was due to the release on February 1 of 100 per cent. of the British standard rubber production.

American tire manufacturers failed to give the public the benefit of this reduction, the report further charged. They had not paid anywhere near the peak prices of \$1.01 and \$1.21 a pound for crude rubber in 1925, said Mr. Shallenberger, declaring that the amount paid was \$179,000,000, instead of \$860,000,000.

## Rumor Ford to Put Out 2½-Ton Truck

New York, March 16.—Persistent reports here assert that the Ford Motor Company will shortly announce a new two and a half ton truck. It is also claimed that changes in construction in the Fordson tractor are to be announced within a short time.

This program is said to be the reason for the recent visit of Ford dealers from various sections of the country to the Detroit plant. If these recurring reports prove to be true this will mark an interesting departure for this company and one which will make it a still greater factor in commercial transportation.

### FIAT'S PROFITS

Washington, March 16.—The business of the Italian Fiat showed a profit of 50,000,000 lire in 1925, and a marked increase in exports, Assistant Trade Commissioner G. C. Miller at Rome today advised the Department of Commerce.

## HIGHWAY WORK OF THIS YEAR IN U. S. TO BE EXTENSIVE

Total of \$1,030,286,  
948 Available in State  
And Federal Funds

Special from A. D. N. Washington Bureau

WASHINGTON, March 16.—Highway construction and maintenance throughout the United States this year probably will exceed the progress made in any other year, with a total of \$1,030,286,948 available, according to the estimates made public today by the Bureau of Public Roads of the Department of Agriculture.

Fifty-eight per cent., or \$598,590,948, is to be available to the State Highway departments, of which \$461,515,400 is for construction and \$137,075,548 for maintenance.

These funds will provide for the construction of 6,751 miles of asphalt, concrete and brick paving, 14,320 miles of earth, gravel and macadam and 8,145 miles of improved earth road. The states also plan to maintain 234,582 miles of road.

The total expenditure by counties and local units for both maintenance and construction is estimated at \$431,696,000, which is less than the similar estimate made one year ago by about \$31,000,000.

This reduction is more than offset, however, by the increase of more than \$58,000,000 in funds estimated as available to the State Highway departments.

Funds available as reported by the various states and the portion of the state funds derived from Federal aid are as follows:—

	Probable expenditures by state highway depts.	Federal aid funds available to states.
Alabama	\$2,970,000	\$2,547,911.69
Arizona	4,200,000	2,944,742.68
Arkansas	6,500,000	1,534,751.77
California	14,000,000	4,248,293.76
Colorado	4,550,000	2,285,370.65
Connecticut	7,745,282	1,611,062.57
Delaware	2,939,000	567,537.65
Florida	14,000,000	1,400,910.74
Georgia	7,324,750	1,921,087.02
Idaho	2,837,000	1,271,402.28
Illinois	46,200,000	6,674,248.74
Indiana	13,200,000	2,382,667.87
Iowa	13,584,108	4,028,631.46
Kansas	9,072,000	3,073,831.15
Kentucky	12,000,000	2,486,348.28
Louisiana	9,250,000	1,856,350.57
Maine	8,983,400	1,513,475.58
Maryland	7,116,323	654,830.74
Massachusetts	12,000,000	2,672,200.94
Michigan	11,500,000	4,603,378.63
Minnesota	21,500,000	2,111,862.44
Mississippi	6,250,000	1,695,465.08
Missouri	28,976,000	2,608,235.10
Montana	1,350,000	5,714,746.27
Nebraska	6,500,000	3,841,841.00
Nevada	1,670,000	1,049,592.49
New Hampshire	3,550,000	511,347.83
New Jersey	22,900,000	985,680.83
New Mexico	3,555,553	2,750,372.17
New York	36,750,000	6,928,224.36
N. Carolina	16,000,000	1,715,137.99
N. Dakota	5,450,000	2,506,152.20
Ohio	25,500,000	4,502,826.16
Oklahoma	10,000,000	1,894,068.61
Oregon	7,000,000	1,219,943.74
Pennsylvania	63,550,000	3,699,149.10
Rhode Island	3,790,000	675,752.65
S. Carolina	6,540,000	892,885.46
S. Dakota	3,350,000	1,232,672.87
Tennessee	18,000,000	2,374,536.79
Texas	28,000,000	4,979,440.84
Utah	2,640,798	1,602,010.18
Vermont	7,530,000	501,796.98
Virginia	10,285,500	1,481,535.84
Washington	9,000,000	1,527,002.22
W. Virginia	13,750,000	915,454.24
Wisconsin	20,970,000	2,148,624.26
Wyoming	3,290,000	1,624,811.51
Totals	\$598,590,948	\$1,030,286,948



## French Colonies Offer Field for Auto Sales

Special to the Automotive Daily News

Paris, March 16.—Car sales possibilities in colonial markets are best determined by consideration of the available mileage of suitable roads. Among French colonies, and leaving aside North Africa, which is as completely covered as any metropolitan country, the most likely market is Indo-China, with 18,000 miles of practicable roadways, 8,000 of which are high-grade macadam, and where the natives themselves are willing buyers.

Madagascar comes next with but 1,000 miles of roads accessible to truck traffic, the latter kind of vehicle being in rather greater demand than touring cars. The very wealthy Reunion Island, although much smaller, boasts of 400 miles of excellent roads, and yearly purchases several millions francs worth of touring cars.

Trucks and buses are multiplying in Dahomey, where they are fast replacing human portage over a 600-mile road system being constantly added to. A number of caterpillar tractor-hauled trailer trains are constantly operated in general service over dirt tracks in the Volta and Nigeria colonies. One thousand miles of good auto roads have been built in the Cameroon colony since the French took it over from the Germans and cars and trucks are in demand there.

The French Auto Dealers' Association is making plans to secure extensive grounds near Paris, to hold a mammoth exhibition and sale of second-hand cars during the Paris auto show next October.

The rumor of an agreement between Citroen, Peugeot and Renault, the three most important French makers as regards output, is constantly taking strength and is evidently based upon positive facts.

The object of the agreement is for the three firms involved to each specialize in the one or two types of cars in which it is the acknowledged leader and give up all others. Thus Citroen would stop making his 5 horse-power model and concentrate on the 10; Renault would continue his 7 horse-power and his 40 and discontinue his 10 and his 18; Peugeot would continue his 5 and his 18 and discontinue his 10 and his larger models.

The avowed object of the agreement is to eliminate competition between makers whose best interest is, they consider, to strengthen their position against the ever growing American car menace.

Splash guards, to protect pedestrians from mud projections, will soon be compulsory on all public service vehicles and taxicabs plying the streets of Paris. The question has long been in the air and the police department claims to have now satisfied itself that satisfactory guards can be made; their system is, however, still unknown in automobile centers and is the object of considerable guessing.

The move is thought to prepare compulsory splash guards on all cars, if after a year or so of application of the rule to public service machines, it is found that the fittings used are effective and sufficiently durable.

There is a possibility of the Paris police department enforcing shortly a ruling compelling inside drive cars to carry a signaling device operated from inside and showing the following car whether the driver intends to soon stop or turn.

A reliability run from Paris, France, to Moscow, Russia, is being planned for this coming summer by one of the leading French automobile clubs, created in competition with the old national club.

Paris taxi rates have been raised 25 per cent., effective March 1, for day service and 150 per cent. for service after midnight. As a compensation bus, trolley and subway

## DECLARE VIRGINIA GAS TAX WILL INJURE TRADE

Special from A. D. N. Washington Bureau

Washington, March 16.—The new gasoline tax of 4½ cents voted by the state Legislature of Virginia threatens to cripple the filling station business in the northern part of the Old Dominion it is claimed, on account of the proximity of the District of Columbia where a two cent tax obtains.

Thousands of motorists living in Virginia within fifty miles of Washington are employed in Washington and will buy their gasoline supply here, according to opponents of the measure.

## FORD BUYS NEW AIRPORT SITE

### Aircraft Development Corp. Also Purchases Land

Chicago, March 16.—The purchase of 1,400 acres of land at Maynard, Ill., by the Ford Motor Company is announced. The property, which is located on the Illinois-Indiana state line, approximately twenty-five miles southeast of Chicago, will be utilized as the Chicago terminal of the air transport service.

Since the establishment of the Detroit-Chicago air line on April 13, 1925, Ford planes have been landing at the government field at Maywood, Ill. Considerable difficulty was experienced by Ford pilots in reaching the landing field, due to smoke and fog settling about Chicago.

This will be avoided by the new location, which removes the necessity of traversing the metropolitan district. In announcing the purchase the company stated the property will be utilized only as a flying field.

"The Ford Motor Company intends no manufacturing activity of any sort and contemplates building no more than a hangar for the shelter and servicing of airplanes," the statement said.

### 600-ACRE SITE

Special from A. D. N. Detroit Bureau  
Detroit, March 16.—A new 600-acre airport for Detroit will be established on Grosse Isle, a few miles down river from the city, under plans by members of the Aircraft Development Corporation, which has bought the land. The property will be taken over by the several aircraft companies now formed or in the formative stage, and it will serve as a terminal for air traffic into and out of Detroit.

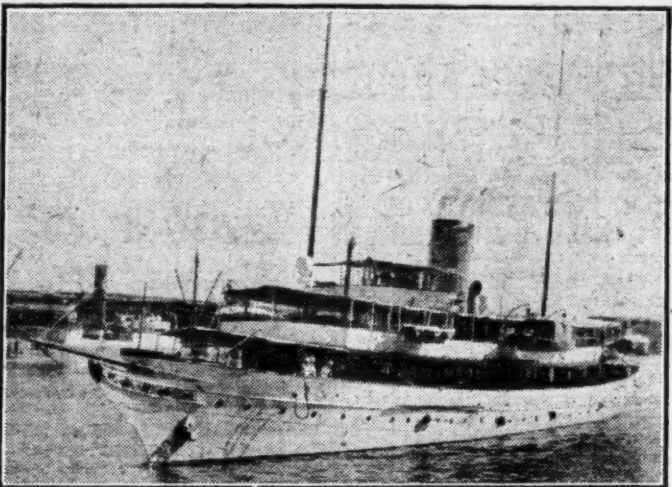
Several advantages are possessed by the new site; it is surrounded on three sides by the river, so that a permanent and conspicuous landing landmark is always available, and it is only thirty minutes from Detroit by power boat. By auto it is about fifty minutes. Because of its remoteness from industrial buildings and because of climatic conditions, the air is almost invariably clear, it is claimed.

The property was formerly owned by R. E. Olds and occupies the lower portion of the island. There is a harbor for seaplanes of 100 acres and the tract is of sufficient size to provide ample space for mooring masts, hangars and other necessary structures.

service is kept up until 1.30 a. m. instead of 12.45, as previously.

Car stealing in Paris has increased 140 per cent. in the last year. A characteristic detail of the situation is that the great majority of the cars stolen are not in the expensive class, but consists in cheap, very popular machines, which are at once dismantled and sold as spare parts, thus making identification and recovery absolutely impossible.

**FORD'S SEAGOING YACHT.**—The Sialla anchored in the Savannah River during the visit of the auto manufacturer to Savannah recently. Mr. Ford, with a party of friends, is making an extensive yachting trip along the American Riviera.



(Underwood & Underwood)

## New Type of Auto Salesman Needed

New York, March 16.—The present generation of automobile salesmen is rapidly passing out and will be succeeded in time by a new type of salesman, according to Melville A. Pollock, sales manager of the Marmon Automobile Company in New York, the speaker tonight at the West Side Y. M. C. A. on the subject "The Salesman's Equipment."

There is something to be said for the old type of salesman, Mr. Pollock believes. "He was brought up in a school where the general public was eager to buy; in other words it was a buying market. Practically all he had to do was to answer questions pertaining to price and take the order. Today, things have changed and the public is motor wise. A man to sell automobiles today must know a great deal more than the price of his product. He must know something of the psychology of handling individuals. He must know how to judge temperaments and be able to separate prospects to classifications."

This was one of a series of talks being given on "Automobile Salesmanship," of which Harry G. Bragg, general manager, Automobile Merchants Association of New York, Inc., is the chairman.

## Ford Buys New Green Island Site

Cohoes, N. Y., March 16.—The Ford Motor Company has purchased several acres of land near its plant at Green Island, which will be held for future expansion plans. The newly acquired property was several years ago mentioned as a prospective site for the General Electric Company, which later established its plant at Schenectady.

Signs of great industrial development in this section are now very evident, with the outlook that this city will double its population within the next ten years.

A small park in the rear of the Ford plant has been equipped as an amusement resort for benefit of employees and their families.

## GOODYEAR TO HAVE 3 BALLOONS IN RACE

Akron, O., March 16.—The national balloon race which will be held April 29 will have three Goodyear bags in it, one carrying the Wingfoot pennant, one the colors of the Akron Aeronautical Association and one will be the California Goodyear balloon. The national race for the Litchfield trophy will be from Little Rock, Ark. W. T. Van Orman of Goodyear now holds the trophy.

## AUTO CLUB PREPARES FOR 21ST GRAND PRIX

Special from A. D. N. Washington Bureau

Washington, March 16.—The Automobile Club of France will hold the twenty-first Grand Prix on June 27 in the autodrome of "Miramas," near Marseilles, the Department of Commerce was advised today.

With contestants from the United States and other countries, and prizes offered of 10,000, 20,000 and 100,000 francs, it is expected in France that the race will be one of the most important events of this year in the automobile world of Europe.

## Cord Sees Big Year Ahead for Auburn

Chicago, March 16.—E. L. Cord, president of the Auburn Automobile Company, while in Chicago recently stated that the indications are 1926 will run well ahead of 1925, when well over \$12 a share was earned on the 60,000 Auburn shares outstanding.

"Unprecedented public acceptance of the Auburn car made possible earnings of over four times dividend requirements during 1925," said Mr. Cord. "With the purchasing power of the dealer organization increased nearly tenfold, the company entered 1926 with unfilled orders on its books having a valuation over five times greater than at any previous period in its history."

"With the plant operating at capacity, with unfilled orders booked months ahead, with the full year's regular dividend practically earned in the first two months and with the company in the strongest financial position of its twenty-five years of business, our directors feel that the stockholders are entitled to an additional part of the company's earnings beyond the regular dividend, and therefore have declared an extra dividend of \$1 a share at this time."

## COMPLAINTS AGAINST CHAMPION CO. DISMISSED

Washington, March 16.—The Federal Trade Commission has dismissed its complaint against the Champion Spark Plug Company of Toledo, O., because practices complained of have been discontinued. The complaint charges the company was maintaining in co-operation with dealers certain specified standard prices at which its products were to be resold.

### ADVERTISEMENT

Every 2½ seconds, somewhere in the world, some one buys a Dunlop Tire.

## LEMMON HEADS PITTSBURGH A. D. A.

### Other Officers Elected At the Annual Meeting

Pittsburgh, March 16.—Bryce W. Lemmon, head of the B. W. Lemmon Company, Rickenbacker distributor, was unanimously elected president of the Pittsburgh Automobile Dealers' Association at the annual meeting of the association, held at the Pittsburgh Athletic Association last week. Mr. Lemmon has been prominently identified with the activities of the association since its organization a few years ago.

J. R. Pierpoint of the Pierpoint Motor Company, Hudson and Essex distributor, was elected first vice-president; H. F. Gleason of the Whitehill-Gleason Motors, Inc., Marmon and Hupmobile distributor, was accorded the second vice-presidency; H. N. Dunbar of the Pittsburgh Motor Corporation, Chandler distributor, was re-elected as treasurer, and W. N. Owings was re-elected secretary.

By virtue of a resolution adopted by the membership of the association, E. D. McKean, the retiring president, automatically becomes a member of the board of directors. Other members selected for the board were J. E. Lowe, Lowe Motor Company, Lincoln distributors; George A. Hoeveler, Hoeveler-Stutz Company, Stutz and Cleveland distributors; R. R. McVicker, re-elected, of the Buick Motor Company; F. L. Dennis, re-elected, of the Studebaker Sales Company; F. J. Wheeler of the Oldsmobile-Pittsburgh Company; J. W. Danforth, re-elected, of the Gabriel Snubber Sales and Service Company, and E. H. Niedringhaus, re-elected, of the Campbell-Niedringhaus Company. All officers and directors were elected for a one-year term.

The weekly meeting day of the association was changed from Wednesday to Tuesday by a resolution adopted by the membership, and the annual meeting and election of officers changed to the second Tuesday in March of each year.

## HUFF DALAND INCREASE CAPITAL; CHANGE NAME

New York, March 16.—According to an announcement made today by Thomas H. Huff, president of the Huff Daland & Co., Inc., here, the firm name has been officially changed to Huff Daland Airplanes, Inc., of Bristol, Pa.

At the special meeting of the board of directors held at the executive offices, New York, new capital was authorized, bringing the total capitalization of this airplane company to over \$1,000,000. The new capital authorized is 6,000 shares of preferred stock and 6,000 shares of common, with no par value.

## PHILADELPHIA TO GET BOOSTER CLUB CHARTER

New York, March 16.—The charter for a Booster Club for the city of Philadelphia will be issued by the International Board of Governors of Automobile Booster Clubs, according to Richard M. Sheridan, international chairman.

Issuance of such a charter follows receipt of the necessary number of votes on the application for a charter, and will be made as soon as the constitution, bylaws and rules and regulations of the international body have been signed by the charter members of the Philadelphia club. Its official classification will be No. 18.

**GASOLINE TAX TOTALS**  
Des Moines, Ia., March 16.—The gasoline tax for January totaled \$298,769.13, according to figures of State Treasurer Ray E. Johnston.



## HEAVY AUTO TAXES FELT IN BELGIUM

### Average Motorist and General Industry Hard Hit

**BRUSSELS, March 16 (U. T. P. S.).**—After a boom period extending over several years, the Belgian automotive industry is passing through an era of comparative slackness.

In the two years prior to 1925 the number of cars running in the country probably increased by 100 per cent.; but in that year money became tight and several strikes occurred in some of the largest factories, which were involved in labor disputes in the general iron and steel trade.

On top of that 1926 started with a mighty wave of increased taxation that hit the smaller motorists hard. The plain fact is that the Belgian government persists in considering motor cars as a luxury instead of a democratic necessity.

Grounded on this government call for revenue to be supplied by one class of the community, i. e., motor car owners, all the big automotive and touring federations of the country, including the industrial organizations, petitioned Parliament for a relaxation of taxation. They have at the same time drawn attention to the fact that motorists are not getting value for the money they hand over to the government—by which they mean that the authorities do not keep the highways in proper condition.

The new taxes were rushed through Parliament just before the new year, and were voted by a majority commandeered by the minister of finance, who had to make up a certain amount of revenue as the preliminary condition of obtaining foreign loans.

Many motorists of moderate means now declare that they will have to abandon the luxury of autos and turn to street cars, buses or taxis.

On the other hand, balance sheets of the large makers still show a prosperous year. The F. N., for instance, has turned out some 1,500 cars of the type that triumphed in the Belgian Grand Prix. About 600 of the Imperia valveless chassis were turned out last year, and Nagant is booking numerous orders for his new type six-seater.

New blood has been infused into the directors' board of Excelsior and cut prices are bringing that firm much business. Miesse is busy with buses, and Auto-Metallurgique has made interesting chassis improvements. Without a doubt Ford's Antwerp factory has forced the local trade to look to its laurels, and the consumer has gained by this re-awakening.

## Sales Manager Sees Money in Used Cars

**Minneapolis, March 16.**—"An abundant harvest awaits every dealer who seriously and sincerely studies his used car activity," according to L. B. Barnes, sales manager of the Chevrolet Motor Company, local distributor.

"Dealers who are unconcerned and are haphazardly sliding along on hardly even terms with competition, are dealers to whom the used car market appears as but a specter designed to bring financial ruin, rather than a perpetual source of revenue.

"Those dealers are allowing dollars to slip through their fingers. They haven't visualized the opportunities surrounding their own used car stock. They haven't learned of the money they can annually make over and above their expected income, besides, having the peace of mind resulting through successfully keeping their used cars moving.

## CHEVROLET SALES HEADS MEET AT JANESVILLE

**Janesville, Wis., March 16.**—Covers were laid for 135 Chevrolet sales managers at a dinner here Saturday, which marked the close of a special sales representatives' school held during the week at the local plant of the Chevrolet Motor Company. Omaha, Minneapolis, Chicago, Des Moines and Janesville Chevrolet zones were represented at the meeting.

The final afternoon of the school was made up of a program of speakers representing the factory and district representatives in charge of G. J. Gates, sales manager of the Chevrolet Motor Company. They included C. L. Alexander, Chicago; L. F. Ryer, Des Moines; O. T. Miller, Omaha; L. B. Barnes, Minneapolis; G. J. Gates, Janesville; Paul Seese, Minneapolis; E. L. Wright, Janesville plant manager; J. W. Lohmiller, regional parts and service manager; A. E. Jacobson, resident controller, and L. K. Cooper, regional manager, Chicago.

## Distributor Doings

### SPRING CONFERENCE

**Wheeling, W. Va., March 16.**—Fifty dealers and salesmen attended the annual spring conference just closed in the showrooms of Dick Brothers, Chevrolet representatives in the Greater Wheeling district. Sales problems were discussed, by the twelve dealers representing Dick Brothers and by representatives from the Chevrolet factory and the branch office in Pittsburgh. The annual spring conferences are held by Dick Brothers as a part of their intensive sales campaign.

### GETS BIG TERRITORY

**Minneapolis, March 16.**—The Rickenbacker Motor Car Company of Detroit has announced that Howard K. Gandelot, Inc., has been appointed distributor for Rickenbacker automobiles with territorial rights including most of Minnesota, the eastern half of North Dakota and western half of Wisconsin. Gandelot comes to Minneapolis from the Rickenbacker factory.

### NEW DEALER NAMED

**New Orleans, March 16.**—With the appointment of the Linn-Mullinaux Motor Company as Canal Street representative here, the Miloney Motor Car Company, distributor for the Hudson and Essex, brings its dealer organization in Louisiana to eighteen units. The company's new system of quoting "At Your Door" prices instead of f. o. b. factory figures in its advertisements has just become operative.

### SALES STUNT CONTEST

**Williamsport, Pa., March 16.**—Plans for the inauguration of a novel sales contest were outlined to the salesman of the Keeler Motor Car Company at a dinner meeting. Through this contest the policeman or fireman in the city turning in the names of the greatest number of people to whom used cars are sold will receive an Overland sedan from the company.

### IN NEW BUILDING

**Seattle, March 16.**—The Sands Motor Company, Studebaker distributor, is again occupying its service building, which was badly gutted by the disastrous auto row fire of a few months ago. The servicing facilities are better than ever. Berloy steel bins have been installed, which, according to the manager, have saved 40 per cent. of the floor space.

### KISSEL REPRESENTATIVE

**Hartford, Wis., March 16.**—D. S. Dider has been selected by the Kissel Motor Car Company of this city to serve as special factory representative in the Texas territory. Mr. Dider has been connected with wholesale selling for many years and was previously district representative for the Pierce-Arrow Motor Car Company in this same territory. He is opening his headquarters at Dallas.

**NEW BUICK BUILDING.** View shows the \$250,000 home of the Eldridge Buick Company at Spokane, Wash., which has just been occupied. Machinery and elevators are all electrically operated, the company having the most completely electrified plant in the city. Automatic electric doors open as soon as a car starts up the ramp from the street.



## OLDSMOBILE DEALER IN SEATTLE GETS SHIPMENT

**Seattle, March 16 (U. T. P. S.).**—Oldsmobile Motor Company, one of the many prominent firms here participating in the motor displays recently, is in line for the greatest business success of its history, according to A. R. Tyson, president of the firm.

Construction work is under way on a large addition to the headquarters, which will more than double sales and service facilities. The new salesroom will be 60x100 feet in area and will afford ample space for displaying all the cars of the Oldsmobile line. A full trainload of Oldsmobiles was consigned to the Oldsmobile Motor Company and its dealer organizations in this region from the factory. This is one of the largest single orders ever placed by a similar concern in this district.

### BRIDGEPORT SHOW

**Bridgeport, Conn., March 16.**—Approximately seventy models of all types of motor cars will be displayed at the Bridgeport Automobile Show to be held in the State Armory during the week of March 20-27. John L. Carpenter, chairman of the committee on arrangements, says that the interest being manifested by the automobile and accessory dealers of the city indicates that the exposition will be the largest and finest ever held here. Already thirty automobile dealers have signified their intention of participating.

### FEDERAL BRANCH OFFICE

**Milwaukee, Wis., March 16.**—A branch office of the Federal Motor Truck Company has been established in Milwaukee and will operate under the name of the Federal Motor Truck Sales Corporation. J. D. Orris has been named manager of the establishment.

## Airplane Used in Helping Motorists

**Los Angeles, March 16.**—Perhaps it will be a long time yet before airplanes will be regularly used for motor-car emergency road service, but already one enterprising concern here is prepared to make hurry-up flights to aid motorists in distress.

Such a service has been established by Harrigan-Cleveland, Inc., Dusenberg distributor. Already the firm has been called upon to render service by airplane.

The first call came into the service department from a motorist who had struck a huge rock on a detour to Tustin, forty-seven miles away. The call came through at 8.30 a. m. Eleven minutes later two men from the service department arrived at the airport and boarded the ship.

"Exactly thirty-seven minutes later, with the plane loaded with parts and tools necessary for the repairs, we were at the garage door, and within two and one-half hours the entire job was done," stated G. E. Irvin, service manager, "and at a total cost of one-third what a tow-in would have been—in about half the time towing would have taken."

### NEW BUILDING READY

**Seattle, March 16.**—The Willys-Overland Pacific Company's new building, replacing the one destroyed in the big fire, is practically completed and will be occupied March 15. The home will rank among the finer dealer establishments in the city.

### NORTHLAND BUYS BUSES

**Chicago, March 16.**—The Northland Transportation Company, a subsidiary of the Great Northern Railway, recently formed for the operation of buses, has ordered nine motor buses from Wilcox-Trux, Inc., Minneapolis.

for Economical Transportation



1,000 More Chevrolet Dealers than a year ago! This is an outstanding record made possible by meeting a great public demand for fine quality in an automobile of low costs.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck -	\$395
Coach - - -	\$645	(Chassis Only)	
		1 Ton Truck -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T



## BARTLES-MAGUIRE BUY CONSOLIDATED OIL PLANT

Chicago, March 16.—The Bartles-Maguire Company of Milwaukee announces the purchase of the Consolidated Oil Refining Company's plant at East Chicago, Ind. Bartles-Maguire is one of the leading independent marketers of petroleum products in the Great Lakes district. It thus becomes one of the few independent marketing companies to take over operation of a refinery.

Approximately \$250,000 will be spent immediately for improvements, the company's total investment in the property to be about \$1,750,000. Capacity of 2,500 barrels may be increased later. The plant will produce three grades of gasoline, "knockless" kerosene distillate and fuel oil.

It will have complete facilities for refining and compounding lubricating oils.

### PEERLESS SALES.

Cleveland, March 16.—An increase of 268 per cent. in sales of the first two months of this year as compared with the same period of last year is reported by the Peerless Motor Car Corporation.

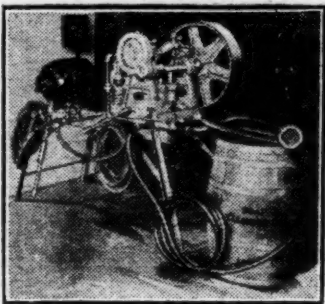
### HOLD AUTOMOBILE SHOW

Portland, Ore., March 16.—An automobile show was held in Pendleton, Ore., from March 10 to March 13. Several Portland dealers were present.

## New Automotive Equipment

*This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.*

### HARDIE CAR WASHER



Above is shown the Hardie high pressure car washer manufactured by the Hardie Manufacturing Company, Hudson, Mich. The manufacturers claim the machine drives a solid stream at 300 pounds pressure, removing all old accumulations of mud and grease from underneath fenders, inside the wheels, about the chassis and other almost inaccessible places. The stream, it is claimed, can be reduced by a quarter turn of the handle of the gun, to a small spray

### OIL LUBRICATED JOINTS

The Mechanics Machine Company of Rockford, Ill., is producing an oil lubricated replacement universal joint. The unit is filled with oil at the factory, sufficient for an entire season. The flanges are machined to fit onto the original coupling flanges or where original equipment is of the plain yoke type coupling flanges of standard square, taper or splined holes are furnished. The drive shaft has a long splined stub end which can be cut to proper length for all cars, taxis or trucks.

### NORTH HUDSON SHOW OPENS

North Bergen, N. J., March 16.—The North Hudson Auto Show opened last evening at Columbia Park, this city, with over thirty-five dealers exhibiting more than 150 models.

for cleansing highly polished surfaces.

The washer is made in eight sizes.

## MANUFACTURING NEW TYPE OF AUTOMOBILE STARTER

Indianapolis, Ind., March 16.—The L. G. S. Manufacturing Company has commenced the production of a new type of motor vehicle starter drive unit and will expand the output when new machinery, costing \$27,000, is installed and which will permit the manufacture of 5,000 daily.

The spring clutch principle, as applied to the automobile starter drive, is covered by patent rights held by the company, under which the General Motors Corporation recently signed a contract for exclusive use and sale in the automotive field.

## New French Tank Extremely Simple In Design

By R. M. PETARD

A. D. N. Staff Correspondent

Paris, March 16.—In line with usual French practice, the Guichard vacuum tank is intended to be mounted inside a larger feed tank, holding several gallons, attached to the dashboard.

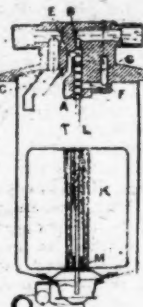
This explains why appended sectional view shows the dumping attachment, II, as its lowest part. The chief feature of this new device is the complete absence of cone seated valves, springs and tripping levers, thus making for exceptional simplicity and certainty of operation.

The only moving part, besides the float and the dumping attachment, is a vertical stem, L, the upper end of which, A, forms a grooved piston. Gasoline enters through spout, C, and the corresponding passage drilled in the cover. Vacuum connection with the intake manifold is made through nipple, D, while drilled holes, F and G, lead to a vent open to the outer air.

From D the vacuum is led to G, above the stem piston and to E, which opens into the tank proper. The length of the piston element of stem, L, is exactly equal to the edge-to-edge distance between channel E and channel F.

Stops M and N on the stem cause it to follow with some lag the up and down motions of the float, which causes the piston to very simply cover and uncover alternatively channels E and F, thus admitting alternatively atmospheric pressure and intake pipe vacuum.

The only important feature of design is that weight of float be enough to offset the suction effect on tip of piston.



## Auto Textile Mills Running Full Speed

Cohoes, N. Y., March 16.—Reports from the King's Canal, where the several mills are engaging in manufacturing products for the automobile industry, showed a notable increase in production during the month of February, with a general opinion prevailing among manufacturers that the peak of production is yet to be reached. The majority of these plants are running on a 24-hour daily schedule, with prospects for continuation of these schedules during 1926.

The Little Falls Fiber Company has recruited a large force of new workers for new plants recently opened by the company. A large new addition to the main plant, recently completed, is now in operation, running day and night, turning out automobile fabrics, and other units are also operating at capacity in all departments. N. J. Stank, superintendent of the company, stated that he had secured a

## STEADY GAINS IN ACCESSORY SALES

Milder Weather Helping Business, Say Dealers

PORTLAND, Ore., March 16.—Fine weather and the general pick-up in business have made business for the accessories and parts dealers. The first week in March showed a decided increase, and, of course, the first of the month was also a reason for the added number of sales.

W. H. Grebe, manager of the Colyear Motor Sales Company, stated that parts are going better than accessories because of the fact that so many cars have accessories, and since this company carries parts they have enjoyed a splendid business. Nice weather brings out the motorists and their demand for parts increases.

The Wiggins Company, Inc., reports that accessories have been going stronger with an increase during the first week in March over the previous week. The sales manager for the company declared that the weather is the main thing in causing an increase.

### CANTON, O.

Canton, O., March 16.—Moderation of the weather last week was largely responsible for slightly increased accessory sales in Canton stores, a survey discloses.

February proved a very listless month for accessories, despite the fact that new automobile sales were heavy. Purchasers, it seemed, drove their new cars but little, and gave little attention to the buying of accessories.

Belated winter storms helped windshield wiper and chain business last week, but the snow lasted only a few days, and business again fell off, dealers said. There has been little demand for anti-freeze liquids, despite the fact that near zero weather has prevailed.

Dealers here say battery sales are on the increase with the advent of warm weather; that autoists who have had their machines up for the winter are now starting to operate them again, and in many instances new batteries are necessary. Radio battery business, which accessory dealers have gone into rather extensively, also has been better.

Accessory dealers here report unusual demand at this time for bumpers, both rear and front, car washing requirements, town name plates, water pumps and Ford ignition systems. More seat covers also have been sold the last week than for several months.

### NEW HAVEN, CONN.

New Haven, Conn., March 16.—The accessory dealers in this section report that sales have dropped considerably during the past two weeks. Most of the dealers looked for added impetus in the sale of accessories during the next two weeks, as cars are again beginning to pack the highways after being laid up during the winter months.

which the company plans to use in its mills here.

The Laughlin Textile Mills are operating at near capacity, with prospects for turning out large orders for the automotive industry during 1926.

Reports from the Beaver Mills Corporation show that more than 5,000 spindles are in operation turning out cord tire fabrics for the automobile trade. Indications are that the spinning plant of the company will be forced to operate with day and night shifts during the entire year, as there appears to be no slackening in demand for the firm's products.

Real merit in a car counts most in the long run—for dealer, for manufacturer, for owner.

Hupmobile is continuous and convincing testimony to that fact.

# HUPMOBILE

## EIGHTS and SIXES





## Truck Prospects Make Inquiries as Spring Looms

**EVANSVILLE, IND.,** March 16.—While the season has been slow to date, local truck dealers regard the spring market as extremely promising on the strength of many likely prospects.

Eight of the leading dealers reported total sales of fourteen trucks for the week ended March 6. Conditions are said to have slightly improved over February, and better both in volume of sales and prospects than at this time last year. The three-quarters, one, one and a quarter and one and a half ton models are said to be favored.

"With the war-time tax conditions settled and the prospect field more promising than ever, we look for a good spring market," said Harry Hoy, sales manager of the Fallbrook Auto Company, Reo truck dealer.

"With conditions now 100 per cent. better than at this season in 1925, we expect to place sixty one-half and one-ton Chevrolets in Evansville this spring," said George M. Crouch, manager of the General Chevrolet Sales Company, Chevrolet dealer.

"We look for a big increase in truck demand here over 1925," said C. Logsdon, advertising manager of the Evansville branch of the International Harvester Company, who reported big improvements in conditions over February and this period of 1925.

"Makers of trucks represented in the report for the past week are Reo, Republic, Dodge Brothers, Graham Brothers, International, White, Chevrolet and Ford."

## Light, Fast Trucks Favored in Montreal

**Montreal, March 16.**—The general tendency in trucks here seems to be toward the ton, ton and a half and two-ton varieties, these types being faster for general work, and offsetting in their carrying capacity the slower and larger tonnage of the five and seven-ton vehicle.

J. M. Hart, manager of the White Company, reports that while the past week's business is only of the ordinary first of March variety, still there are many inquiries about the one and two-ton trucks, with the three and a half and five-ton in some demand. The public today, perhaps more than ever, is considering the reputation and service of manufacturers in the truck industry, says Mr. Hart.

Practically all trucks in this district carry pneumatics instead of solid tires, there being no demand for these last except for the very heavy makes. There would also seem to be a marked tendency toward six-cylinders instead of the four this year.

Mr. Hart says the twenty-two, twenty-five and twenty-nine passenger auto bus seems to be coming in, and for the past week there have been quite a few inquiries from independent operators.

A. W. Quinn, district manager of the International Harvester Company, says sales have been good for the past week and for this time of the year for their one, one and a half and two ton trucks; the three and seven ton models. The heavy vehicle is rather handicapped in the Province of Quebec, which limits the weight of body, chassis and load to 12,000 pounds on pneumatics and 16,000 on solid tires.

T. J. Sullivan of General Motors, Ltd., reports that his popular one-ton truck and his fourteen and sixteen passenger Ford wagon have not as yet begun to move to any extent. "While the past week with us on trucks and buses has been slow, we expect some rush orders in the late spring and summer when householders begin to move to the country for the summer," says Mr. Sullivan.

Leslie M. Pearson, district manager for Gottfredson Truck Corporation, Ltd., is more optimistic this past week on the truck and bus business than heretofore. Mr. Pearson, who is known as one of the best truck and bus men in this territory, says that inquiries have been many for both types of vehicles, beginning with March 1.

"In one or two instances substantial contracts have been placed for the thirty-passenger bus to local operating companies," says Pearson. "As for the one, one and a half and two ton trucks, those of smaller tonnage are naturally selling faster than our heavy five and seven ton, although for the latter we are having many inquiries, especially from contracting firms, whose open season will shortly commence."

## TO MAKE BUS IN U. S.

**London, March 16 (U. T. P. S.).**—It is reported here that the American Bus and Truck Company, Inc., has secured the right to manufacture the British Tilling-Stevens gasoline electric bus in the United States. This right was formerly in the hands of the Gray Manufacturing Company of Detroit.

## Bates Mfg. Co. at Joliet Now Reorganized

**Joliet, Ill., March 16.**—Reorganization of the Bates Machine and Tractor Company has been completed and a new company formed and incorporated which acquires the old plant and all other assets of the former. The capitalization of the new company was fixed at \$401,000. The management and general policy of the new will be the same as that of the old.

In 1912 the Bates Machine Company commenced the manufacture of the crawler type of tractors. This business grew until by 1919 the company ranked with the leading producers of power farming machinery in the country. W. O. Bates has been the leading spirit of the company and is now president. The new name is that of Bates Manufacturing Company.

## WIS. MOTOR COACH LINES NETS \$1,842,750 IN '25

**Kenosha, Wis., March 16.**—The Wisconsin Gas and Electric Company, which operates a street railway and bus service and which controls the Wisconsin Motor Coach Lines, reports total operating revenues during 1925 at \$1,842,750.18, with operating expenses at \$1,055,318.26. Total assets of the company are listed at \$17,182,886.

The company recently announced an appropriation of \$470,000 for the extension and development of its properties in Kenosha and vicinity, to include extensions of bus lines and additions of buses to its present lines.

## Bus Activities

### NEW ROUTE STARTED

**Appleton, Wis., March 16.**—This city is one of the principal stopping points on a new bus route just started between Milwaukee and Green Bay, a distance of about 140 miles, by the American Coach Lines. This is a corporation managed by John C. Steinmetz and is said to have more than twenty-five buses which it plans to operate.

### EUGENE TO HAVE BUSES

**Eugene, Ore., March 16.**—Motor buses will be used in the place of street cars in this city and on the Eugene-Springfield line, starting about July 1, according to plans announced by E. L. King, superintendent of the Portland division of the Southern Pacific Railway.

Only part of the street cars will be replaced at that time, but it is understood that in a short time thereafter the entire street car system will be replaced by the motor buses.

### TWO BUSES ARRIVE

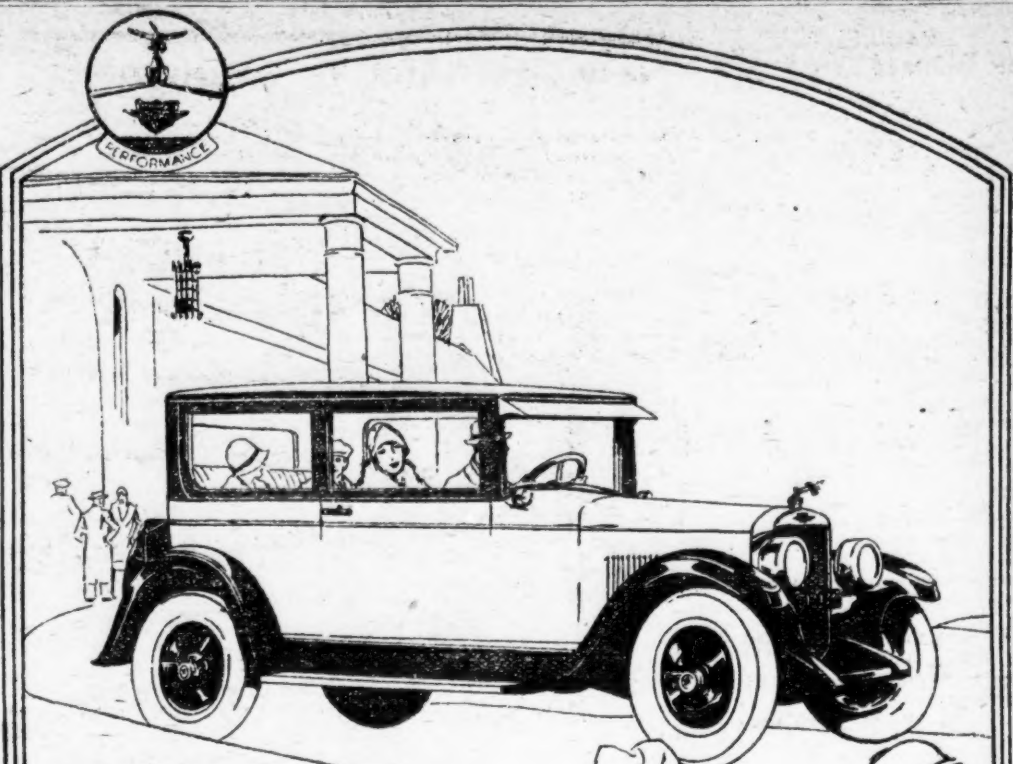
**Fort Worth, Tex., March 16.**—Two of four buses to be operated by the Northern Texas Traction Company on Sylvania Avenue in Riverside, arrived here recently. The buses were manufactured by the Yellow Cab Company of Chicago and were especially designed for use by this firm. The other two buses are due within another week.

### TO REPLACE TROLLEYS

**Rockford, Ill., March 16.**—Definite announcement has just been made by Adam Gschwindt, receiver for the Rockford and Interurban Railway Company, that buses will replace the traction cars now operating between this city and Beloit and Janesville and the line running west to Freeport. Petition for abandonment of the electric lines will be made at once to the State Railroad Commissions of Illinois and Wisconsin.

### OFFICIAL RETIRES

**Jacksonville, Fla., March 16.**—W. H. Andrews, who operated the first motor bus in Florida, has disposed of his interests in the Florida Transportation Company, after having organized the business eleven years ago and having served as vice-president and president during that time.



## Other Reasons

That Will Appeal to Shrewd  
Buyers of a 6 or 8

Rickenbacker was first to introduce cradle springs which give the car easy riding qualities that are unexcelled.

Absence of vibration in the Rickenbacker motor adds greatly to the life of the motor and to all chassis parts.

Force feed lubrication, by which oil is forced to all bearing surfaces, is one of the greatest longevity features ever introduced into an automobile.

Rickenbacker, because of the speed with which it can be accelerated and decelerated, is one of the safest cars in the world to drive.

Seven cross members are used in Rickenbacker frames—thus giving that rigidity to the chassis essential to long life.

Seven-bearing crankshaft is used in all six-cylinder—nine bearings in all eight-cylinder models, thus giving plenty of bearing surface. Crankshaft drilled full length for force feed lubrication.

4-point system of suspension for fastening Rickenbacker motor in chassis conserves and lengthens life of motor.

Fuel and Oil Rectifier of special and exclusive Rickenbacker design totally eliminates crankcase dilution and lengthens life of motor.

Air cleaner of special Rickenbacker design eliminates dust and minimizes carbon deposit. Adds life to bearings and all working parts. One of the first cars in America to be so equipped.

Rickenbacker bodies, being Rickenbacker built, the same close limits of workmanship, the same rigid tolerances which have always applied to the making of Rickenbacker chassis are applied in the construction of Rickenbacker bodies.

Better stop in today and get better acquainted with this very remarkable car.

### Famous "Six" Prices

7 Pass. Phaeton	- - -	\$1795
5 Pass. Phaeton	- - -	1750
4 Pass. Roadster	- - -	1795
5 Pass. Coupe Sedan	- - -	1695
4 Pass. Coupe Roadster	- - -	1920
5 Pass. Brougham	- - -	1895
5 Pass. Sedan	- - -	2095
7 Pass. Sedan	- - -	2195
4 Pass. DeLuxe Coupe	- - -	1995

f. o. b. Detroit—plus war tax

### Vertical "Eight" Prices

7 Pass. Phaeton	- - -	\$2195
5 Pass. Phaeton	- - -	2150
4 Pass. Roadster	- - -	2195
5 Pass. Coupe Sedan	- - -	2095
4 Pass. Coupe Roadster	- - -	2370
5 Pass. Brougham	- - -	2295
5 Pass. Sedan	- - -	2495
7 Pass. Sedan	- - -	2595
4 Pass. DeLuxe Coupe	- - -	2395

f. o. b. Detroit—plus war tax

# Rickenbacker

A • CAR • WORTHY • OF • ITS • NAME



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,  
25 City Hall Place, New York, N. Y.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

WEDNESDAY, MARCH 17, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.  
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5936, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal. 1637 Henry Building, Seattle, Wash. E. T. Burke, 126 Pearl St., Buffalo, N. Y. P. C. Rust, S. W. corner 15th and Cherry St., Philadelphia, Pa.  
Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.  
Telephone Franklin 3900.

Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

## SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.

Single copies, 10 cents.

Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1926, Automotive Daily News Publishing Corporation.

## Railway Presidents on the Motor Bus

As evidencing the present trend of opinion among railway men, the National Automobile Chamber of Commerce has recently gathered a series of statements by railway presidents on the motor bus as a supplementary arm of their systems of transportation. We print below the high spots of this expert testimony as to the value and efficiency of the motor bus:—

"Automobile buses are filling a niche in the nation's transportation system which is their own, and from which the railroads never can drive them. The bus is a great leveler of towns. Persons in a tiny village have all the advantages of residents in a good-sized town. They have rapid transportation to and from the largest cultural and buying centers."—J. J. Lancaster, president of the Texas & Pacific Railway.

"The beginning of highway operation by the railroad has meant better transportation service for communities than ever before. For instance, until our motor coach service started, Yalesville, Conn., had only two trains a day bound for New Haven, one at 5.52 a. m. and the other at 6.05 p. m., both with connections for New York city. Now, what is the situation? The Yalesville resident has hourly service, with baggage checking privileges and all the usual privileges of rail ticket holders, beginning at 8 o'clock in the morning and continuing until 11 o'clock at night, and in thirteen out of sixteen instances the motor coaches connect with trains for New York."—Edward J. Pearson, president of the New Haven system.

It is interesting to note in connection with the above that the New Haven system now operates bus lines supplementing its train service over a total distance of 777 miles, as compared with 1,958 miles of railed right of way.

"For passenger movement, with the metallized surface roads now being built in such profusion, short haul passenger business is likely to be very largely absorbed by this competitive agency. Both railroads and communities they serve will be wise if they actively and adequately adjust their operations to these new conditions."—L. F. Loree, president of the Delaware & Hudson Railroad.

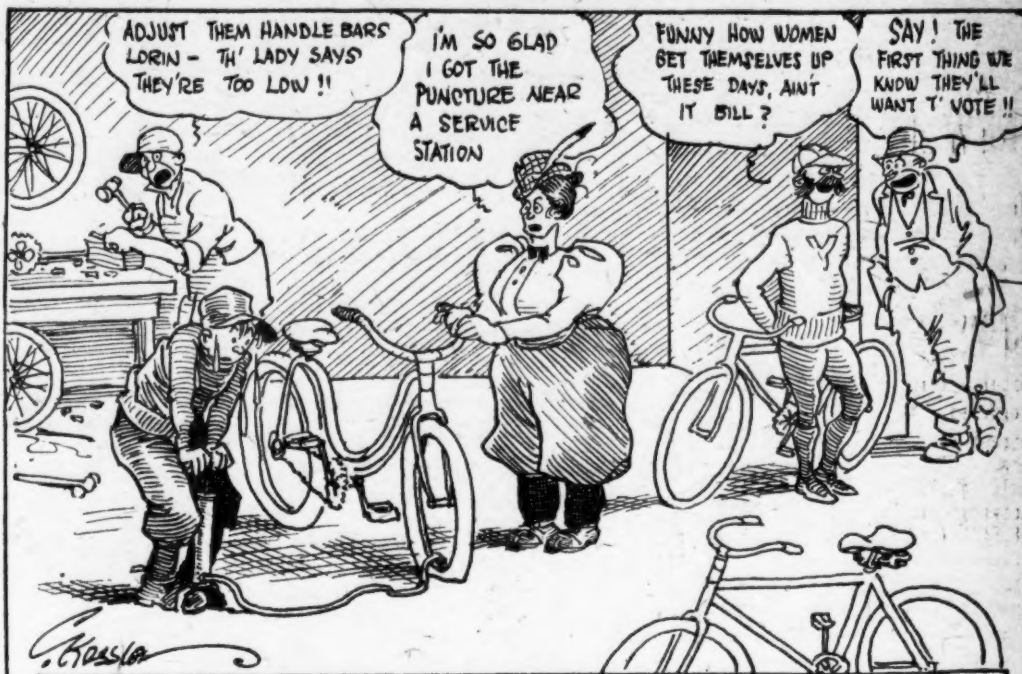
"The motor car's true function, especially as a commercial carrier, is chiefly as a feeder of the railroads and as a connecting link between existing rail lines. In the long run, motor cars, through the vastly increased business activity which they have brought about in so many directions, will create for the railroads much more new traffic than they will ever by any possibility take away through direct competition. The real problem between railroads and motor cars is not one of competition but of co-ordination, to the end that each of these agencies of transportation may be free to develop and progress in its proper field, and in that manner best serve the public needs."—Samuel Rea, retired president of the Pennsylvania Railroad.

"I am fully convinced that when we take into consideration the extensive traffic derived by the railroads from the transportation of road-building materials and machinery, automobiles, gasoline and various allied products, we can feel that the railroads have gained more than they have lost through the development of highway transportation."—C. H. Markham, president of Illinois Central Railroad.

"The motor vehicle as a factor in transportation will stay until superseded by the airplane or something like it, and the only recourse for railroads is to adopt it and work it into existing lines."—Conrad E. Spens, vice-president of Chicago, Burlington & Quincy.

## Our Own Automotive Family Album— The Boyhood Days of Our Industry's Leaders

By Kessler



LORIN C. ROCKHILL, SALES MANAGER OF THE  
GOODYEAR TIRE AND RUBBER COMPANY, WORKED IN A  
BICYCLE SERVICE STATION IN AKRON, OHIO.

## Automotive Patents Still Crowd Washington Office

Special from A. D. N. Washington Bureau  
**WASHINGTON, March 16.**—The Packard Motor Car Company is named as assignee of a patent obtained by Alfred Moorhouse of Detroit for a "motor vehicle" in the current list made public today by the United States Patent Bureau.

An expandable core for use in vulcanizing tire casings has been patented by Maximilian L. Engler of Akron, O., and assigned to the General Tire and Rubber Company.

The latest list of patents are several headlighting devices, a variety of traffic signals and a safety fender for automobiles, the latter being the creation of Matthew Poljanec of West New York, N. J. The list follows:—

### REISSUE PATENT

Supply installation for central chassis lubrication invented by Edgar J. Bloom. Tiffin, O., assignor to Auto Research Corporation of New York.

### DESIGN PATENTS

James Leroy Mount, Chicago, Ill., traffic signal for automobiles; William Schell, Detroit, Mich., assignor to Ternstedt Manufacturing Company, radiator cap.

### PATENTS

Andrew J. Baker, Tucson, Ariz., crossing protector; George W. Clark, Larryville, Pa., anti-slipping attachment for vehicle wheels; Paul E. Greenman, Detroit, Mich., assignor to C. R. Wilson Body Company, attachable upholstery for vehicle bodies; Mamie M. Garland, Chicago, Ill., assignor to Garland Ventilator Company, ventilator for busses and other vehicles; Charles T. Hixson, Aztec, N. M., assignor to one-third to William Utton and one-third to William W. Campbell, Albuquerque, N. M., attachment for headlights; Albert T. Kellogg, Houston, Tex., glass shield.

William La Hodny, Buffalo, N. Y., assignor to Standard Mirror Company, Inc., windshield-wing mounting; Karl J. E. Nilsson, Detroit, Mich., motor sled; Ernest C. Norton, Moline, Ill., piston ring. Alden L. Putnam, Detroit, Mich., assignor of half to Motor Wheel Corp., Lansing, Mich., and one-half to The Midland Steel Foundry Company, Cleveland, O., securing device for disc wheels; James Rhodes, Bradford, England, change-speed gearing for motor road vehicles.

Emanuel A. Speegle, Los Angeles, Cal., bed attachment for automobiles; Thomas H. Williams, Akron, O., assignor to the Akron Rubber Mold Company, Cleveland, O., tire mold; George E. Dyer, Kansas City, Mo., auxiliary lever attachments for jacks; Thomas F. Ibbetson and Thomas F. Morrison, Chanute, Kansas, carbon remover; Algot W. Nordgren, St. Paul, Minn., assignor to Marquette Mfg. Co., combination fender brace, bumper and trunk support; Henry H. Conner, Jr., Ithaca, N. Y., gasoline-tank cap.

Charles R. Gilmore, Chicago, Ill., assignor to Chicago Forging and Manufacturing Company, hood latch for automobiles and the like; Alva K. Hinchman, Philadelphia, Pa., power-actuated windshield wiper; E. B. Mierzewski, Adams, Mass., motor wiper; Alfred Moorhouse, Detroit, Mich., assignor to the Packard

Motor Car Company, motor vehicle; Louis Boyd, Shepherdsville, Ky., assignor to Boyd Shock Absorber Company, shock absorber; Louis Costalen, Wolverhampton, England, assignor to Sunbeam Motor Car Company, brake for vehicles.

Elwin D. Osborne, Racine, Wis., foot pedal; Arthur Painter, Berkeley, Cal., baggage carrier for automobiles; Matthew Poljanec, West New York, N. J., safety fenders for automobiles; Frederick W. Vodoz, Chicago, Ill., vehicle signal; Charles I. Walker, Los Angeles, Cal., assignor to Chicago Railway Equipment Company, Chicago, Ill., safety device for brake rods (trunks).

Desford Witbeck, St. Louis, automobile running board trunk; Bruce M. Stannard and William K. Bishop, Binghamton, N. Y., assignors to the Browster-Titchener Corporation, Cortland, N. Y., curtain rod cap; Morton Van Meter, Grand Rapids, Mich., vehicle spring; Ben E. Davis, Los Angeles, traffic signal for motor vehicles; Walter W. Davison, Buffalo, assignor to the Wire Wheel Corporation of America, wheel; John B. Des Rosiers, Providence, R. I., vehicle brake controlling means; Francis S. Garford and John W. Caudwell, Loughheed, Alberta, Can., headlight.

Blase Pasquarrelli, New York city, auto-

mobile curtain; Leo R. Yeager, Columbus, tiltable headlight reflector; Ralph L. Ames, Detroit, vehicle signal; Paul R. Collier, Philadelphia, tilting headlight for automobiles; Maximilian L. Engler, Akron, O., assignor to the General Tire and Rubber Company, expandable core for use in vulcanizing tire casings and methods of manufacturing the same; Lewis K. Fagan, Chicago, raising and lowering device for demountable wheels.

Albert Matthews, Victor Malley and Henry W. Rawley, Brighton, England, retreading and vulcanizing apparatus for tires; James M. Miller, Washington, assignor to Miller Automatic Signal Light Company, automatic signal and direction indicator switch; Raymond D. Snyder, Souderton, Pa., automobile curtains.

Walter H. Weinrich, Pueblo, Col., spring device for vehicles; Jules Hauvette-Michel, New Brunswick, N. J., tire flap; August H. Krueger, Luray, Kans., adjustable and foldable luggage carrier; Gustave E. Meschko, Medora, N. D., assignor one-third to J. R. Chaussee and one-third to H. A. Mackoff, both of Dickinson, N. D., automobile radiator.

Peter C. Pinkerton, Indianapolis, Ind., automobile lock; John W. Reynolds, St. Louis, Mo., movable headlight; Manuel J. Schwanck, Honolulu, Hawaii, protector for automobiles; Clarence E. Beatty, Des Moines, Iowa, automobile headlight; John B. Bushnell, Berkeley, Cal., assignor to N. R. Harris and M. C. Harris of San Francisco, Cal., automobile lighting system; Walter O. Colburn, Bangor, Me., tire chain tightener and lock; Albert M. Gray, Newport News, Va., traffic signal; Albridge C. Jordan, Eau Claire, Wis., windshield for closed cars; Charles L. Hooley, Dover, N. J., extricating means for vehicles.

## Coming Automotive Events

### MARCH

- 12-18—Oklahoma City, Okla. Automotive Equipment Association merchandising meeting.
- 17-18—Winston-Salem, N. C. North Carolina Automotive Trades Association annual convention.
- 18—Winston-Salem, N. C. National Automobile Dealers' Association Sales Congress.
- 20-Apr. 9—State of Texas, Automotive Equipment Association, meeting of the merchandising department.
- 21—Los Angeles, Cal. Automobile race.
- 22-27—Longview, Wash. Automobile Show.
- 23-25—Washington, D. C. National Conference on Street and Highway Safety.
- 24—Cleveland, O. Annual meeting of the Cleveland Automobile Manufacturers and Dealers, Hollenden Hotel.
- 25—Detroit, Mich. Society of Automotive Engineers, meeting of the Detroit section, General Motors Building.
- 26-27—Bridgeport, Conn. Automobile Show.
- 23-28—Saratoga Springs, N. Y. Automobile Show.
- 25-26—Chicago, Ill. Society of Automotive Engineers and American Society of Agricultural Engineers, annual tractor engineering meeting.

### APRIL

- 3-14—Frankfurt-on-Main, Germany. International Motor Car Show.
- 5-9—Greenville, N. C. Automobile Show.
- 10—Savannah, Ga. Savannah Auto Trade Association Show.
- 16—New Orleans, La. Automotive Equipment Association, meeting of the merchandising department.
- 15—Fresno, Cal. American Automobile Association race.
- 20-23—Philadelphia, Pa. Retail Delivery Association, annual convention, Bellevue-Stratford Hotel.

### MAY

- 1—Atlantic City, N. J. Races at opening of new speedway.
- 10—Charlotte, N. C. American Automobile Association race.
- 12-13—Galveston, Tex. Tenth annual convention of the Texas Automotive Dealers' Association.
- 13-15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention, Book-Cadillac Hotel.
- 30-31—Indianapolis, Ind. 500-Mile race.

### JUNE

- 1-4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.
- 8-10—Detroit, Mich. American Body Builders' Association, convention, Hotel Statler.
- 12—Altoona, Pa. American Automobile Association race.
- 12-13—Le Mans, France. Rudge-Whitworth twenty-four-hour stock car race.
- 16-18—Philadelphia, Pa. Society of Industrial Engineers, thirteenth national convention, Bellevue-Stratford.
- 14-19—Montreal, Canada. Automotive Equipment Association meeting, Mount Royal Hotel.
- 26—Laurel, Md. American Automobile Association race.



# Financial News of the Automotive Industry

## WHITE 1925 SALES OF \$57,673,594 A NEW HIGH RECORD

Net Profit of \$5,276,245 Compared With \$4,084,248 in '24

**NEW YORK, March 16.**—Gross sales of the White Motor Company in 1925 aggregated \$57,673,594, the largest in the company's history. This total compares with \$46,574,737 in 1924, showing an increase of \$11,098,857, or 23.8 per cent. The 1925 sales exceeded the previous high of 1920 by more than \$5,500,000 and were more than three times those of 1916.

The net profit for 1925 before Federal taxes, but after giving effect to the undistributed earnings of the White Motor Securities Corporation and the White Motor Company, was \$6,041,245, which is 24.1 per cent. on capital. After Federal taxes the net was \$5,276,245, which represents 21.1 per cent. on capital, or \$10.55 a share, as compared with \$4,084,248, or \$8.17 a share in 1924.

After deducting the regular dividends of \$4 a share, amounting to \$2,000,000, a balance of \$3,276,245 remained to be carried to the surplus account, making the total of this account \$14,810,403, as shown by the balance sheet.

Capital assets on December 31, 1924," says President Walker C. White in his remarks to stockholders, "amounted to \$10,166,045.53. Additions to this account consisted of machinery, equipment and power plant equipment at factory—\$1,082,891, factory buildings constructed and remodeled—\$207,232, land acquired for factory—\$26,339, construction of a sales and service building at San Francisco—\$438,378, and miscellaneous branch equipment and other additions—\$163,452. Deductions from the account consisted of the sale to the White Motor Realty Company of seven of our selling branches and service stations for \$3,302,647, sale of a portion of the land owned in San Francisco—\$82,422, building torn down at the factory to meet plant requirements—\$175,801, and additional provision for depreciation—\$605,278.

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1926									
High	Low	Div.	Sales	High	Low	Close	Net	Change	
18 1/2	14	3	Advance Rumely	300	14 1/2	14	—	1/2	
63 1/2	54 1/2	3	Advance Rumely M.	100	55	55	—	1/2	
14 1/2	9 1/2	6	Ajax Rubber	1,900	12	11 1/2	—	1/2	
94 1/2	82 1/2	3	Allis-Chalmers pf	500	84	82 1/2	—	1/2	
110	103 1/2	7	Allis-Chalmers	100	107 1/2	107 1/2	—	1/2	
34 1/2	20	1	Am. Bosch Magneto	700	24	23 1/2	—	1/2	
15 1/2	13 1/2	1	Am.-La France	100	13 1/2	13 1/2	—	1/2	
37 1/2	28	3	Briggs Mfg. Co.	3,800	31 1/2	31	—	1/2	
54 1/2	39	3	Chrysler Corp.	43,500	40 1/2	39 1/2	—	1/2	
108	103	80	Chrysler Corp. pf	100	105	105	—	1/2	
47 1/2	30 1/2	2	Continental Motors	3,000	32 1/2	32 1/2	—	1/2	
88 1/2	83	7	Dodge Bros. A.	22,200	85 1/2	84 1/2	—	1/2	
32 1/2	26 1/2	2	Dodge Bros. pf	300	26 1/2	26 1/2	—	1/2	
82 1/2	21	6.50	Eaton Axle & Spring	600	28 1/2	28 1/2	—	1/2	
4	2	6.50	Electric Auto-Lite	300	71 1/2	71	—	1/2	
105 1/2	89 1/2	5	Emerson-Rand	100	2	2	—	1/2	
26 1/2	14 1/2	6	Electric Auto-Lite	300	71 1/2	71	—	1/2	
84	80	7	Fisher Body	1,700	93 1/2	91	—	1/2	
82 1/2	37	2.50	Fisk Rubber	4,400	19	18 1/2	—	1/2	
131 1/2	116 1/2	7	Fisk Rubber 1st pf	500	83 1/2	83	—	1/2	
115 1/2	113 1/2	7	Gardner Motor	1,300	37	36 1/2	—	1/2	
25 1/2	21	2	General Motors	43,300	126 1/2	124 1/2	—	1/2	
70 1/2	60 1/2	4	General Motors 7 1/2 pf	300	71 1/2	71	—	1/2	
100	96 1/2	7	Glidden Co.	400	23	22 1/2	—	1/2	
109 1/2	101	7	Goodrich Co.	3,400	64 1/2	64 1/2	—	1/2	
108	105 1/2	8	Goodrich Co. pf	100	99	99	—	1/2	
122 1/2	103	3	Goodyear T. & R. pf	500	106 1/2	104 1/2	—	1/2	
28 1/2	17	1	Goodyear T. & R. pf	1,500	106	106	—	1/2	
24 1/2	18	2	Hayes Wheel	400	42 1/2	41 1/2	—	1/2	
66 1/2	46 1/2	3	Hudson Motor Car	47,600	110 1/2	107 1/2	—	1/2	
21 1/2	15 1/2	3	Hupp Motor Car	1,500	23	22 1/2	—	1/2	
126	106	6	Indian Motorcycle	200	21 1/2	21 1/2	—	1/2	
14	10 1/2	1	Jordan Motor Car	3,000	54	51 1/2	—	1/2	
159	117 1/2	6	Kelly-Springfield	100	17 1/2	17 1/2	—	1/2	
21 1/2	18 1/2	2	Keisley Wheel	100	110 1/2	110 1/2	—	1/2	
31 1/2	28	2	Keystone T. & R.	1,100	1 1/2	1 1/2	—	1/2	
37 1/2	31	3	Lee Rubber & Tire	700	11 1/2	11 1/2	—	1/2	
32 1/2	29	3.60	Mack Trucks	5,200	124 1/2	120 1/2	—	1/2	
19 1/2	14 1/2	2	Martin Parry	100	30 1/2	30 1/2	—	1/2	
15 1/2	10 1/2	1	Marlin Rockwell	500	31	30 1/2	—	1/2	
69 1/2	55	5	Moore Motors	1,000	32 1/2	32 1/2	—	1/2	
22 1/2	16 1/2	2	Motometer	800	42 1/2	42 1/2	—	1/2	
42 1/2	33 1/2	2	Motor Wheel Corp.	900	28 1/2	28 1/2	—	1/2	
28 1/2	20	1.80	Mullins Body	400	17	17	—	1/2	
43 1/2	27	1	Murray Body	1,200	12 1/2	11 1/2	—	1/2	
108 1/2	86 1/2	5	Nash Motors	13,100	59 1/2	57 1/2	—	1/2	
10 1/2	5 1/2	1	Omnibus Corp.	9,400	36	35 1/2	—	1/2	
31 1/2	21	1	Packard Motor Car	1,600	21 1/2	21 1/2	—	1/2	
32 1/2	22	1	Pierce-Arrow	8,500	32 1/2	31 1/2	—	1/2	
77 1/2	66 1/2	6	Pierce-Arrow pf	1,200	97 1/2	94 1/2	—	1/2	
61 1/2	55 1/2	5	Reynolds Spring	1,200	6 1/2	6 1/2	—	1/2	
56 1/2	44 1/2	3	Spicer Mfg. Co.	3,300	27 1/2	26 1/2	—	1/2	
84 1/2	67	4	Stewart-Warner	8,500	84 1/2	84 1/2	—	1/2	
109	104	8	Stromberg Carburetor	300	71	70 1/2	—	1/2	
80	73 1/2	4	Studebaker Co.	10,500	58	57 1/2	—	1/2	
34	24 1/2	1	Timken Roller Bear.	2,000	51 1/2	51 1/2	—	1/2	
99	91 1/2	1	U. S. Rubber	21,400	73 1/2	71 1/2	—	1/2	
32 1/2	27 1/2	75	U. S. Rubber pf	200	106 1/2	106	—	1/2	
96 1/2	93 1/2	7	White Motors	4,100	74 1/2	74 1/2	—	1/2	
			White Motors pf	1,600	4 1/2	4 1/2	—	1/2	
			Willis-Overland	14,600	27	26 1/2	—	1/2	
			Willis-Overland pf	300	97 1/2	97 1/2	—	1/2	
			Yellow C. & T. B.	2,100	29 1/2	29 1/2	—	1/2	
			Yellow C. & T. B. pf	200	95 1/2	95 1/2	—	1/2	

NEW YORK CURB									
Sales	Stocks	High	Low	Last	Chg.	Net			
900	Aub. Auto.	63	60	60	—	2			
300	Brill C. A.	41	41	41	—	1 1/2			
4000	Darant Mot	9 1/2	8 1/2	8 1/2	—	1 1/2			
500	Pascot Mot.	6	6	6	—	1 1/2			
100	Pd M Tr.	40	40	40	—	3 1/2			
1000	Goodyr Tire	36 1/2	36 1/2	36 1/2	—	3 1/2			
100	Midl Steel	47	47	47	—	1			
1100	Reo Motor	22	22	22	—	2 1/2			
400	Hick Mot.	23	23	23	—	3 1/2			
2100	Stutz Mot.	23	23	23	—	3 1/2			
400	Timken D A	9 1/2	9 1/2	9 1/2	—	3 1/2			
100	U S L & H	22	22	22	—	3 1/2			
1500	do pf	6 1/2	6 1/2	6 1/2	—	3 1/2			
500	U S Rub R	19 1/2	19 1/2	19 1/2	—	3 1/2			
2500	Yel Taxi N Y	13 1/2	13 1/2	13 1/2	—	3 1/2			

DETROIT									
Sales	Stocks	High	Low	Last	Chg.	Net			
200	C G Spgs Com.	11	11	11	—	1 1/2			
825	Cont Motors	12 1/2	12 1/2	12 1/2	—	1 1/2			
300	Hall Lamp	16	16	16	—	1 1/2			
1657	Packard	36	35 1/2	35 1/2	—	2 1/2			
1400	Reo Motor	22 1/2	22 1/2	22 1/2	—	2 1/2			
725	Timken	9 1/2	9 1/2	9 1/2	—	1 1/2			

(The above table shows Monday's stock movement, complete.)

## MOTOR WHEEL NET \$2,882,394 IN '25

President Puts Sales in First Half of '26 at \$12,500,000

**DETROIT, March 16.**—"Sales of Motor Wheel Corporation for the first six months of 1926 will exceed \$12,500,000 net to customers, unless an unforeseen slump occurs in the automobile industry," H. F. Harper, president, told stockholders at the annual meeting. Gross sales for 1925 were \$26,233,969, and for 1924, \$20,984,109. The number of wheel sets produced last year increased 38 per cent. over 1924, but billing prices were lower.

Negotiations continue regarding alleged infringements of balloon tire and steel wheel patents held by the corporation. Officers have deemed it wise for the present to avoid expensive patent litigation and concentrate on production. "Our patents are very broad and strong," said Mr. Harper, "and we are advised by counsel that competitors are infringing on our steel wheel patents, and that all balloon tires being manufactured come under our tire patent."

Stockholders authorized cancellation and retirement of \$350,000 par value of preferred stock from the amount held in the sinking fund, reducing the fund to \$491,800. Previously \$650,000 of preferred stock had been retired and

## Strength of Motors Due to Heavy Sales

**New York, March 16.**—Recent strength in the motor stocks listed on the New York Stock Exchange is accounted for by the fact that the demand for automobiles of all kinds is unusually heavy. The increase over last year reported by some manufacturers is far beyond the most optimistic expectations. Estimated sales of 275,000 cars by the General Motors Corporation in the first quarter of this year compare with total sales of 391,738 cars for the entire year 1919. The demand for automotive stocks appears to be countrywide. The orders coming into New York brokerage houses are coming from virtually every section of the United States.

cancelled. As of January 1, 1926, there remained \$1,008,220 of preferred outstanding, \$661,800 having been purchased in the open market last year. All bonds were retired during 1925, the amount being \$1,568,500. Of the issued stock 66.26 per cent. was held in Lansing on December 10, 1925, against 65.7 per cent. a year earlier.



**WEISMAN**  
**QUEEN**  
**QUALITY**  
**LUGGAGE**

**TRUNKS**  
**For All Cars**

Quick service from stock for all standard automobiles. Ask for our proposition.  
Weisman Luggage Mfg. Corp.  
Syracuse, N. Y.



## Current Commodity Prices

**New York, March 16.**—Prices have turned downward again in the crude rubber market. Buyers are little in evidence, but at the same time sellers are not displaying any eagerness to do business on the present basis. Bulk gasoline is a trifle easier. Leading factors are asking 12 1/2 cents a gallon for United States Motor in tank cars at the local refineries, although there are reports of price shading.

STEEL PRODUCTS	
Semi-Finished—Gross Tons	\$35.00a36.00
Billets, re-rolling	41.00a42.00
Billets, forcing	2.00a 2.10
Steel bars (hot rolled)	1.70a 1.80
Blue annealed sheets	2.40a 2.50
Black sheets	3.25a 3.35
Auto body	4.40a 4.50
Hand	2.40a 2.50
Cold rolled strip	3.90a 4.00
Hot rolled strip	2.30a 2.40
Pig Iron, Basic	20.00a21.00
Valleys	22.00a23.00
Eastern Pennsylvania	22.00a23.00
IRON AND STEEL SCRAP	
(Buying prices, f. o. b. New York.)	
Heavy melting steel	\$13.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.00
No. 1 cast scrap	16.00a17.00
MILL PRODUCTS	
Base prices, cents per pound, f. o. b. mill.	
High brass sheets	20 1/2a —
Copper, in rolls	21 1/2a —
Zinc spot, New York	8.20a —
Lead, spot, New York	7.80a 7.65
Aluminum, virgin	27a —
SEAMLESS TUBING	
High brass	23.75
Copper	24.50
RODS	
High brass (round 1/2 to 2 1/2 in.)	16 1/2a —
Copper, rods, round	22 1/2a —
OIL AND GASOLINE	
Garage (steel barrels)	— a18
Up-State New York	— a18
Single tank cars, delivered	—
New York	13 1/2aNom

## Drive this powerful PEERLESS

A SINGLE ride in the Peerless Six-72, and you'll admit that here's a combination of power and smoothness you never thought possible in any car at any price.

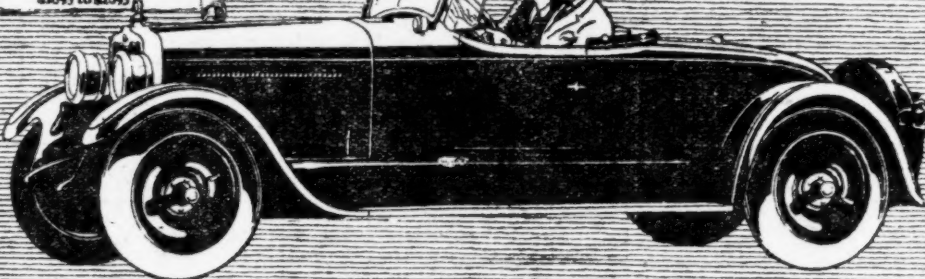
Absolutely free from vibration! Smooth as only the burly seven-bearing, large diameter, crankshaft can make it. Ample power to meet any possible emergency! Dependable as only a Peerless can be! Alert! Fleet!

That's the Peerless Six-72—a car developed to a point of fineness never before reached in a six cylinder car—a car adjudged everywhere "the best Six in the world." Big—roomy—comfortable—yet graceful in lines as beautiful a car as you've ever seen.

See this Peerless. Ride in it. A phone call will bring this fine car to your home or office for you to drive.

PEERLESS MOTOR CAR CORPORATION • CLEVELAND, OHIO  
Peerless has ALWAYS been a good car  
Manufacturers also of the 90° V-type Eight and the Powerful Six-80  
[Prices f. o. b. factory]

The Powerful  
Six-72  
\$1295 to \$2295





## Dealer Activities

### WILLYS-OVERLAND NAMES DEALERS FOR DETROIT

Detroit, March 16.—Garry Z. Smith and W. H. Moore have just been made Willys-Overland dealers here, under the firm name of Smith & Moore Sales Company. They are operating a sales room in the northwestern section of the city, where they utilize 12,000 square feet of floor space.

### COMMUNITY MOTORS OPENS NEW CHICAGO STORE

Chicago, March 16.—Community Motors, Inc., Oakland and Pontiac distributor, has just opened a new branch store at 4614-16 Washington Boulevard. With this branch, the company has a chain of six sales stores and two large service stations, completely covering Chicago, the locations being within fifteen minutes of each other. If all of these properties were combined, it would require a twenty-one-story building, 50 by 150 feet, to house them, according to H. A. Wehmeier, vice-president and general manager.

### CADILLAC SALES CHANGE HANDS IN FARGO, N. D.

Fargo, N. D., March 16.—The Schaas Auto Company has just taken over the Cadillac line for this territory, George B. Schaas, manager, announces.

### CHRYSLER DEALER NAMED FOR DUMONT, N. J., SALES

Dumont, N. J., March 16.—The Van Sanford Brothers' Garage of 59-65 East Madison Ave., this town, has just been appointed Chrysler dealer for Dumont and vicinity.

### McDANIEL CO. HELPS GLENDALE "BOOSTER" DRIVE

Glendale, Cal., March 16.—Charles McDaniel, head of the McDaniel Motor Car Company, has entered the Chamber of Commerce "booster" plate campaign by pur-

chasing several hundred of the plates for free distribution to all Nash and Ajax owners in Glendale and vicinity. The plates carry the words, "Glendale, Fastest Growing City," and are attached below the state license tags.

### LEWIS BROS. TO HANDLE NASH-AJAX IN DETROIT

Detroit, March 16.—Lewis Brothers, Inc., on the East Grand Boulevard, has just been signed up as Nash-Ajax dealer by the Miller-Judd Company, Detroit distributor. This connection renews an old association. The Lewis brothers hail from Illinois and date back to the days of the old Rambler company. Ray M., the president of the company, was associated with the Nash-Michigan company, in Detroit, with Howard Bauer and some of the other old-timers, now with the Miller-Judd Company.

### TO OPEN HUDSON-ESSEX DEALERSHIP IN DECATUR

Decatur, Ill., March 16.—A. R. Coggan and J. A. Hedrick have formed a partnership and will sell the Hudson and Essex cars in the Macon county territory. They will be located at 325 East William St. as soon as alterations of the building are completed.

### OAKLAND AND PONTIAC DEALER FOR FITCHBURG

Fitchburg, Mass., March 16.—August Soumi, proprietor of the F. S. E. Motor Service, Inc., has just been appointed Oakland and Pontiac dealer for the Fitchburg district. He has a salesroom at 17 Mechanic St.

### FORD DEALERSHIP SOLD AT SALAMANCA, N. Y.

Salamanca, N. Y., March 16.—W. A. Chase & Son have just sold the Ford dealership here to Charles R. Putnam, manager of the Ford dealership of the Eagle Garage Company, at Falconer.

## SMALL TOWNS RAPIDLY ABSORBING CAR OUTPUT

Janesville, Wis., March 16.—The importance of the small-town field in absorbing the record output of the motor car factories was emphasized here last month when Rock county ranked third in the list of total new cars and trucks purchased in the state.

Other counties with larger populous centers fell below the total deliveries made to local motorists. Registrations were made for 188 new cars and 44 trucks, and is the largest number of cars sold here in any previous February.

## Improvements

### UNITES SALES AND SERVICE

Springfield, Ill., March 16.—The Hoffman & Werk Co., local Studebaker distributor, has just moved from 4th and Jefferson to 224 West Edwards St., in the Centennial Garage Building. This move unites both the salesroom and service station, which up to this time had been in different locations.

### SHORE-FRONT DEALERSHIP

Aurora, Ill., March 16.—The Nash-Ajax Company formally opened a new garage and salesroom on Holbrook Street on March 15. The structure, just completed on the bank of the Fox River, has a frontage of 67 feet along Holbrook Street and a depth of 122 feet along the river bank. A concrete promenade along the river extends from the street so that pedestrians can view the show windows on the river side if they choose. The building contains a complete used car department and also storage room for fifty new cars. Howard Dewey is president of the company and Paul B. Cornell is secretary-treasurer.

### DEALERS TO BUILD GARAGE

Corry, Pa., March 16.—Shuss & Hepler will erect a large garage on West South Street here. The firm handles Hudson and Essex cars. The structure will be completed by June 1.

### RENTS USED CAR SPACE

Seattle, March 16.—The Sunset Motor Company has found it necessary to enlarge its quarters and has rented 301 East Pine St. for its used car department. The company is dealer for Hugmobile cars.

## Incorporations

Columbus, O., March 16 (U. T. P. S.).—New Ohio incorporations just announced include:

J. J. Seymour Motor Company, Cleveland, \$50,000; to deal in used and new cars and in parts and accessories, with place of business at 13521 Euclid Ave.; J. J. Seymour, R. S. Gilbert, D. T. Maloney, E. F. Solka and A. C. Smith, Ohio Distributing Company, Lima, \$50,000; to distribute tires, tubes, accessories and parts as well as radio supplies; G. W. Smithson, C. H. Klinger, Marie Smithson, A. L. Mooney and William Klinger.

Lakeview Motors Company of East Cleveland, 500 shares, no par value; buy and sell cars and deal in parts and accessories; E. J. Schwind, Edward Laurie, Stanton Adder, David Copeland and M. Grudich.

F. C. Auto Products and Manufacturing Company, Mansfield, \$9,500, preferred stock and 55 shares no par common stock; to manufacture and deal in auto supplies and accessories; Philip F. Chiller, Earl E. Ervin, Jack Brugnano, A. E. Leonard and Giuseppe Triscart.

Auto Parts Distributing Company, Cleveland, \$5,000; to operate a wholesale accessories and parts business; E. A. Binyon, R. E. Williams, W. A. Fahnenbach, M. V. McNealy and Walter A. Orr.

### PREFER CLOSED CARS

Wisconsin Rapids, Wis., March 16.—Wisconsin's climatic conditions spell virtual doom for the open car, it was evident from the four-day fifth annual automobile show just closed here by automotive dealers. There were thirty cars on display, of which only two were open cars. Buyers evinced their interest only in closed models.

### SET RACE DATES

Altoona, Pa., March 16.—The Altoona Speedway Association has announced that Flag Day, June 12, and Labor Day, September 6, have been selected as the dates for its 250-mile speed classics.

## Personal Items

### NORTHROP MADE MANAGER

Chicago, March 16.—W. G. Northrup has just been appointed manager of the Chicago branch of the Moon Motor Car Company, operating here as the Moon Motors Corporation of Chicago. Mr. Northrup recently conducted a successful dealership at Miami, Fla. He sold his interests there and came to Chicago to accept the Moon offering. Mr. Northrup began his automotive career in 1904, and has held important positions since that time.

### THORESON IN NEW POST

New London, Wis., March 16.—L. F. Thoreson, who for the last 14 years was head salesman for the Jennings garage here, has just resigned and has taken over management of the sales at the Studebaker garage, operated by L. A. Ziebell and C. J. Thompson.

### A. B. GRAHAM MAKES TRIP

Portland, Ore., March 16.—A. B. Graham of Braley & Graham, Dodge distributors, is in California on a three weeks pleasure and business trip. He will visit many of the leading Dodge dealers on his way through southern Oregon, and will stop off at Stockton, Cal., to inspect the Graham Brothers plant there. Mrs. Graham is accompanying him.

### SNOWDEN AT FIRESTONE'S

Miami, Fla., March 16.—James H. Snowden, president of Snowden & Summers Co., New York, dealers in crude petroleum products, is visiting in Miami Beach as the guest of Harvey S. Firestone, automobile tire manufacturer.

### CONOVER IN NEW POST

Glendale, Cal., March 16.—Robert L. Conover, vice-president and sales manager of the Packard Motor Company, Inc., just severed his connection with that company, with which he has been identified for several years, to take charge of distribution and sales of Packard cars in Glendale and of Packard, Hudson and Essex cars in Eagle Rock and the entire San Fernando Valley for the Daniel Motor Car Corporation of 1129-1131 South Brand. The selection of Mr. Conover is part of a reorganization of the Daniel company by which the Jackie Coogan interests will finance that corporation.

### PORTLAND MEN PROMOTED

Portland, Ore., March 16.—The promotion of Ben Liebakken to assistant manager and the promotion of Carl Zenger to service superintendent of the Sunset Electric Company have just been announced by George Sammis, manager. Liebakken was formerly employed in the research department of the Delco factory and afterward was for several years with the United Motors Service, the national service of General Motors. In 1922 he came to the Sunset Electric Company here as manager of the parts department. Zenger has been with the company for the past six years.

### DON SMITH IN ST. LOUIS

Los Angeles, March 16.—Don P. Smith, distributor of Moon and Diana automobiles, has gone to St. Louis, where he will visit the Moon factory and confer with officials of the company.

### RUCKLE ELKS RULER

Bergenfield, N. J., March 16.—Louis Ruckle of Ruckle Brothers Motor Car Company, Studebaker dealers, with showrooms in Englewood and Dumont, has been elected exalted ruler of the Bergenfield Lodge of Elks.

### MACLELLAN GOES WEST

Syracuse, N. Y., March 16.—H. W. Maclellan, formerly vice-president of the Ross Automobile Company, has just resigned to become district manager for the Franklin Automobile Company, with Minneapolis as headquarters. Mr. Maclellan was a director of the Syracuse Automobile Dealers' Association and came to Syracuse from Buffalo six years ago as general manager of the Nash Sales Company of Syracuse, Inc., a branch of the Warren Nash Company.

## Classified Advertising

CLASSIFIED RATES  
5c word (per daily insertion)

### SALESMAN WANTED

SALESMEN to sell TestesTos Automobile Brake Lining to jobbing trade. State experience first letter. American Asbestos Company, Norristown, Pa.

## WATCH THIS LIST GROW

Advertisers Who Use the  
Automotive Daily News

Advertising Service  
Amex Engineering Institute  
Apex Sub Carburetor Co.  
Auburn Automobile Co.  
Aut-O-Lantern Co.  
Automobile Business Bureau  
Automotive Rotary Lift Co.  
Bear Mfg. Co.  
Bendix Brake Co.  
Benj. Van Why Body Co.  
Blu-Blaze Specialty Co.  
Booney Forge & Tool Co.  
Buick Motor Car Co.  
Byrne-Kingston Co.  
Cadillac Motor Car Co.  
Chassis Lubricating Co.  
Chevrolet Motor Co.  
Clark Equipment Co.  
Continental Motors Corp.  
Danzville Truck Corp.  
Dayton Steel Foundry Co.  
Dodge Brothers  
Dunlop Tire & Rubber Co.  
Durant Motors, Inc.  
Eezee Mfg. Co.  
Elcar Motor Car Corp.  
Electric Auto Lite Co.  
Elks Magazine  
F. B. Stearns Co.  
Federal Truck Co.  
Fisher Body Corp.  
Flint Motor Car Co.  
Franklin Automobile Co.  
Friend Manufacturing Co.  
General Motors Corp.  
Hampton Auto Top Mfg. Co.  
Hardie Mfg. Co.  
Hayes Wheel Corp.  
Herman Tire Bldg. Mach. Co.  
Hewitt Rubber Co.  
Household Magazine  
Hupp Motor Car Corp.  
Hyatt Roller Bearing Co.  
Improved Gauge Corp.  
John Warren Watson Co.  
J. H. Newmark, Inc.  
Jukasz Carburetor Co.  
Kellogg Mfg. Co.  
Locomobile Co. of America  
Manhattan Insulated Wire Co.

Moon-Diana Motor Car Co.  
Morris R. Machol  
Morse Chain Co.  
Moto-Meter Corp.  
Murray Body Corp.  
Nestler Rubber Fusing Co.  
New Departure Mfg. Co.  
Nichols-Lantern Co.  
No-Carb Sales Co.  
Oakland-Pontiac Motor Car Co.  
Olds Motor Works  
Owen Dyneto Corp.  
Paige-Detroit Motor Car Co.  
Peerless Motor Car Corp.  
Pierce-Arrow Motor Car Co.  
Pines Winterfront Co.  
Portland Cement Association  
Rawlings Co. of America, Ltd.  
Rickenbacker Motor Co.  
Roffman Rim Co.  
Rognon Mfg. Co.  
Ross Gear & Tool Co.  
Sartometer Sales Co.  
Schutte Body Co.  
Simplex Piston Ring Co.  
Spicer Mfg. Co.  
Splittorf Electrical Co.  
Spring Equipment Corp.  
Staynew Filter Corp.  
Stewart Motor Corp.  
Stutz Motor Car Co. of America  
Sun Oil Co.  
Swan-Haverstick, Inc.  
Ternstedt Mfg. Co.  
U-Kan Plate Corp.  
United Sales, Inc.  
Universal Automotive Sales Co.  
U. S. Light & Heat Corp.  
Van Wheel Corp.  
Vello Motors Corp.  
Vulcan Auto Parts Co.  
W. L. Rowe, Inc.  
Weisman Luggage Mfg. Co.  
Wills Sainte Claire, Inc.  
Willys-Overland, Inc.  
Wire Wheel Corp. of America  
Wisconsin Parts Co.  
Wise Industries  
White Motor Co.  
Wonderlamp Co.

## Automotive Daily News BUYERS' DIRECTORY and GUIDE

### PUNCTURE CURE

**EEZEE**  
Puncture Cure

Spells death to punctures and slow leaks. Special discount to dealers. Write

**EEZEE MFG. CO.**  
1111 S. Broad, Phila., Pa.

### FLEET OWNER LISTS

**NATIONAL FLEET OWNER LIST**  
1260 Corporations. 115,000 Fords  
Over 400,000 automobiles.  
Shows name of man to see—the man who controls or influences the buying. Constant exchange of data with list users keeps list up to date. The largest people in the industry are "Repeat Order" customers.  
M. Machol, 1817 Broadway, N. Y. C.

### VENTILATORS



**POSITIVE VENTILATION  
FOR CLOSED CARS**

**THE NICHOLS-LINTERN CO.**  
7980 Lorain Ave., Cleveland, Ohio

### RADIATOR MASCOTS



**MOTOR GLO**  
"Goes at Night"  
Can be attached to any auto. Supplied with brilliantly colored eyes and side windows which light up at night. Write for illustrated catalogue showing 100 new models.  
**IRVING FLORMAN CO.**  
53 Lafayette St., New York, N. Y.

### MAGAZINE

**HOUSEHOLD  
MAGAZINE**

Reaching Over

1,662,633

SMALL TOWN HOMES